

A person is diving headfirst into the ocean. Their feet are pointing towards the camera, and their arms are outstretched. In the background, a coastal town with buildings is visible on a hill, surrounded by the sea. The sky is blue with scattered white clouds. The overall scene conveys a sense of freedom and island life.

The ISLANDS of GUERNSEY

BRAND TOOLKIT

#ThatIslandFeeling

The ISLANDS of GUERNSEY

HELLO, WELCOME!

WE'RE SO PROUD TO INTRODUCE YOU
TO OUR INSPIRING BRAND 'THE ISLANDS
OF GUERNSEY.' WE HOPE YOU'LL BE AS
EXCITED AS WE ARE TO SEE THE BRAND
USED FAR AND WIDE.

Our guidelines will steer you, our partners, when creating on-brand communications and ignite the curiosity of travellers everywhere to inspire them to visit our beautiful Islands.

Throughout this toolkit you will find all the elements you need to bring the new brand to life clearly and consistently. Together we are bigger than the sum of our parts, working with one shared voice.

By adhering to our guidelines, you're helping us deliver our tourism brand that binds and builds The Islands of Guernsey message.

Our Islands are a world apart from other destinations, that's what makes us distinctly different. We are more than just a logo, we're a feeling; independent, authentic, natural and altogether welcoming.

#ThatIslandFeeling

QUICK GUIDE

Brandmark legibility is essential to ensure a consistent look throughout the brand. The brandmark should never be used below the minimum sizes stated below.

Always choose the appropriate version for the artwork being produced. Care must be taken when positioning the brandmark to maintain stand out from the background colour/image. The white version must only be used on backgrounds with enough contrast to ensure legibility.

Allow for padding of at least one ‘G’ surrounding all corners of the brandmark. No competing elements such as text should interfere with this negative space unless used with partner logos (see page 10).

CLEARSPACE EXCEPTIONS

The brandmark placement depends on the type of communication and use. Please see examples on the next page.

Size Recommendations:
A3: 135 mm Wide
A4: 90mm Wide
A5: 65mm Wide



The ISLANDS of
GUERNSEY

Smallest size: 132 pixels wide
1.37 inch wide / 35 millimetres wide.

SOCIAL COMMUNICATION

As we're sure you could have guessed, there will always be a few exceptions when it comes to the brandmark. On social media, we need The Islands of Guernsey to have as much stand out as possible, so for these instances we have removed the clear space rule to allow for this.

ICON CONSTRUCTION

We advise to align the brandmark in the centre, vertically and horizontally of the avatar shape. Use half a horizontal 'G' for a padding guide to the left and right edge.



Brandmark

Social Settings



Social Media

Page Example



We know you wouldn't, but our brandmark shouldn't be altered in any way – we want to keep our Islands looking beautiful. So please don't distort or interfere with the brandmark.

Here are some examples of what **NOT** to do.



Change/tint the brandmark elements independently or jointly.



Rotate the brandmark.



Add stroke weight to the brandmark.



Alter the colours.



Remove elements of the brandmark.



Stretch either horizontally or vertically.



Add a stroke background colour



Alter the proportion of the elements in relation to each other.



Alter the colour of the type



Place the brandmark on top of an object.



Place the brandmark in a box.



Place a gradient in the brandmark.

The ISLANDS of
GUERNSEY

On darker backgrounds, like teal or grey, the brandmark should be white. However, on lighter or white backgrounds, use the teal or grey variations of the brandmark.

The ISLANDS of
GUERNSEY

The ISLANDS of
GUERNSEY

The ISLANDS of
GUERNSEY

Examples

Placement of the brandmark will depend on the type of communication and its usage.

The Islands of Guernsey brandmark should always have stand out on the page. On a single page composition, this is top and centre. On a double page spread (DPS), the brandmark should be situated beneath the copy with plenty of breathing space. Both these examples are shown opposite.

On digital, ensure you are using the format big enough to give the brandmark space, standout and prominence it requires.

The full make-up of these compositions are explained later in the toolkit on page 55.



Aligning partnership brandmarks should follow clear space rules. The separating line between brandmarks can be created by using the vertical line glyph in the Quattrocento regular font at the same size as the brandmark.



VISUAL ELEMENTS

GUERNSEY TEAL

Coated
Pantone 3125 C
CMYK: 98, 0, 28, 4

Uncoated
Pantone 3125 C
CMYK: 100, 0, 27, 1

Screen
RGB: 0, 171, 200
Hex: 00abc8

WHITE

Pantone N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: ffffff

NIGHT GREY

Coated
Pantone Cool Grey 11 C
CMYK: 44, 34, 22, 77

Uncoated
Pantone 432 U
CMYK: 71, 63, 55, 22

Screen
RGB: 103, 108, 115
Hex: 676C73

GOLDEN YELLOW

Coated
Pantone 110 C
CMYK: 6, 27, 100, 12

Uncoated
Pantone 110 U
CMYK: 4, 17, 98, 7

Screen
RGB: 218, 170, 0
Hex: DAAA00

COW BROWN

Coated
Pantone 7504 C
CMYK: 17, 36, 52, 38

Uncoated
Pantone 7504 U
CMYK: 15, 29, 44, 34

Screen
RGB: 148, 130, 114
Hex: 948272

ORMER LILA

Coated
Pantone 7444 C
CMYK: 36, 33, 0, 3

Uncoated
Pantone 7445 U
CMYK: 26, 23, 0, 3

Screen
RGB: 188, 189, 226
Hex: BCBDE2

Visual Elements

Secondary Colour Palette

COOL GREY

Coated
Pantone Cool Grey 3 C
CMYK: 8, 5, 7, 16

Uncoated
Pantone Cool Grey 3 U
CMYK: 7, 4, 6, 14

Screen
RGB: 197, 197, 197
Hex: C5C5C5

HUGO PURPLE

Coated
Pantone 5265 C
CMYK: 74, 68, 7, 31

Uncoated
Pantone 5255 U
CMYK: 76, 79, 14, 31

Screen
RGB: 64, 58, 96
Hex: 403A60

WINTER BLUE

Coated
Pantone 325 C
CMYK: 54, 0, 27, 0

Uncoated
Pantone 326 U
CMYK: 68, 0, 36, 0

Screen
RGB: 100, 204, 201
Hex: 64CCC9

SPRING GREEN

Coated
Pantone 360 C
CMYK: 63, 0, 84, 0

Uncoated
Pantone 361 U
CMYK: 56, 0, 87, 0

Screen
RGB: 108, 194, 74
Hex: 6CC24A

CHANCRE ORANGE

Coated
Pantone 178 C
CMYK: 0, 70, 58, 0

Uncoated
Pantone 1788U
CMYK: 0, 71, 66, 0

Screen
RGB: 255, 88, 93
Hex: FF585D

WARM RED

Coated
Pantone 187 C
CMYK: 7, 100, 82, 26

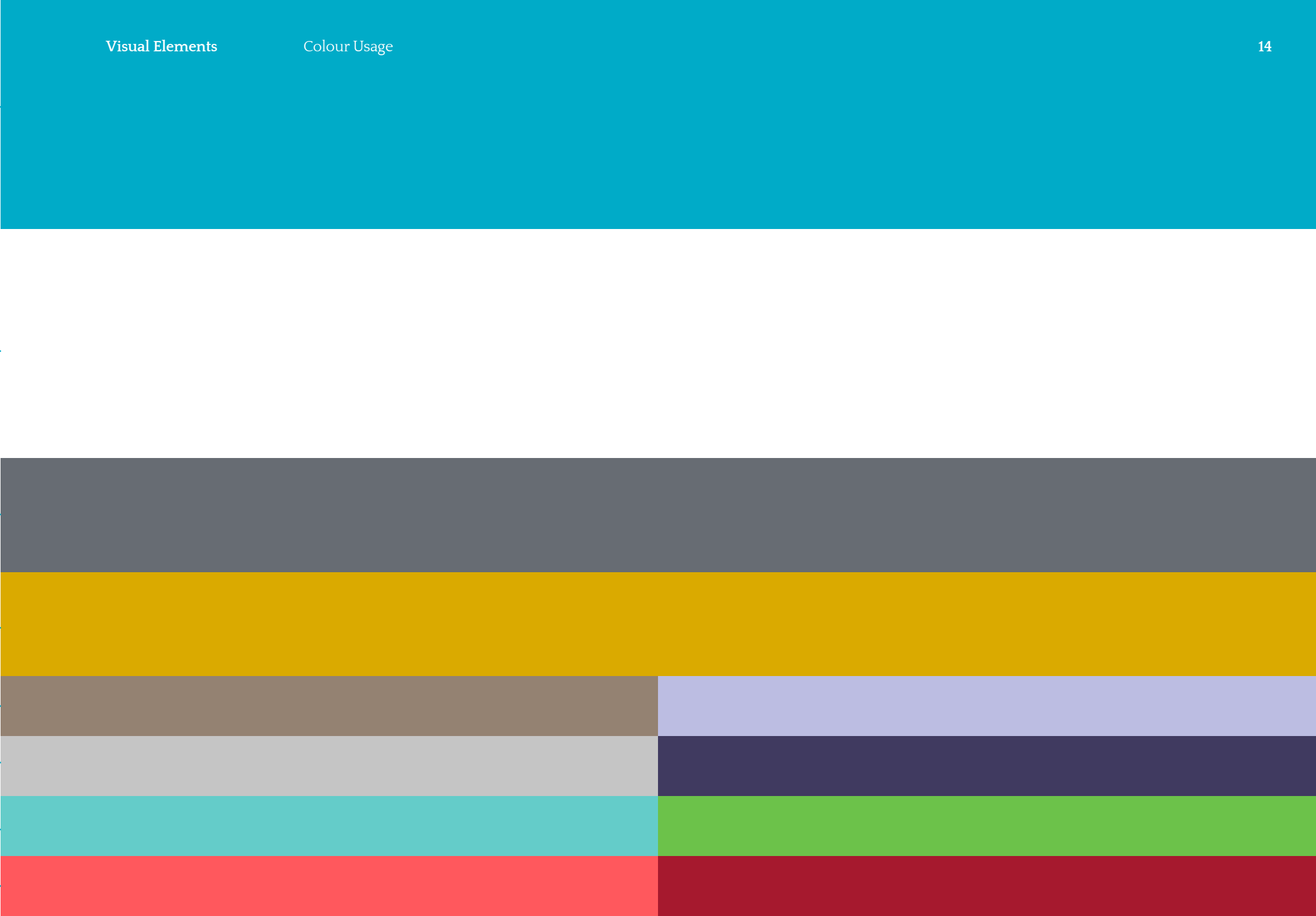
Uncoated
Pantone 7420 U
CMYK: 11, 86, 47, 22

Screen
RGB: 166, 25, 46
Hex: A6192E

PRIMARY

SUPPORTING
PRIMARY

SECONDARY

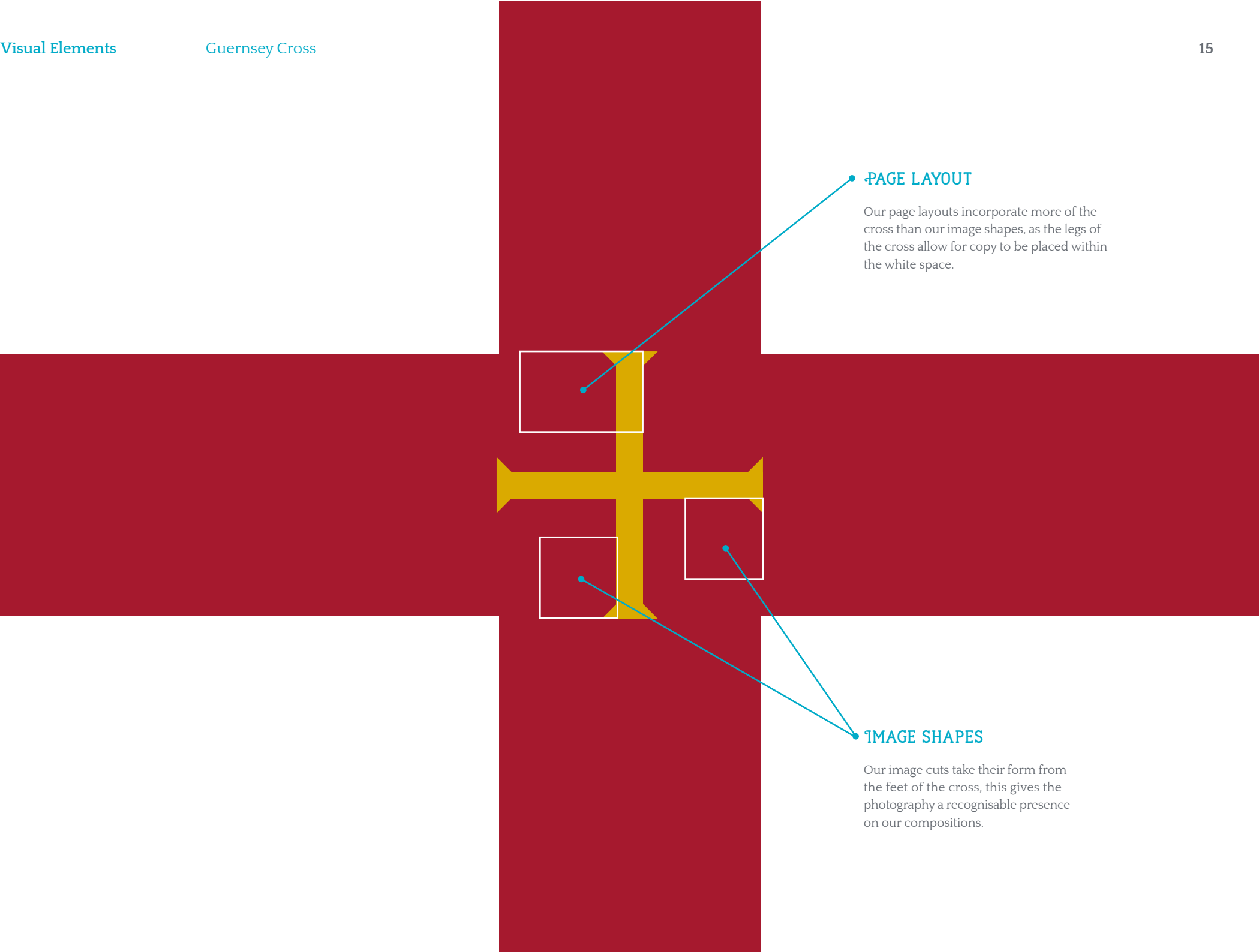


THE GUERNSEY CROSS

We have a few visual elements, which are taken from the heritage of our Islands.

The first is the framing graphic. This plays a big part in the look and feel of the brand.

See [next page](#) for examples.



PAGE LAYOUT

Our page layouts incorporate more of the cross than our image shapes, as the legs of the cross allow for copy to be placed within the white space.

IMAGE SHAPES

Our image cuts take their form from the feet of the cross, this gives the photography a recognisable presence on our compositions.

Examples

THE GUERNSEY CROSS

Based from diagonal slants and angles taken from the cross on the Guernsey flag, these add a distinctive and unique style to any communication. It can be used as page furniture, which help to make any design instantly recognisable as The Islands of Guernsey.

Self-guided walks

Discover the Islands' spectacular scenery at your own pace with VisitGuernsey's wide range of self-guided walks across all five Islands. Go to visitguernsey.com/walking



THE ISLANDS OF GUERNSEY



The Islands of Guernsey, Sark, Alderney, Herm and Lihou are located in the English Channel, just 30 miles from the Normandy coast.

FEATURES

6-7 YOUR FIRST PORT OF CALL
St Peter Port is the picture-perfect capital of Guernsey.

10-11 LOVING THY NEIGHBOUR
With five Islands to choose from, why visit just one?

20-21 ADVENTURES ARE AFOOT
Walking is the best way to see all five Islands.

28-29 THE ISLANDS OF GOOD TASTE
With almost 200 eateries to visit, you can enjoy our superb food and drink – don't forget to bring your appetite.

42-43 HERITAGE75
9 May 2020 marks 75 years since the Islands' Liberation.

48-53 EVENTS
We have something for everyone, throughout the whole year.

Correct at time of going to print.

THE SAND WAVE

The second is the sand wave, inspired by the patterns our Islands' turquoise waters leave behind as they wash over our many beaches.

This pattern should be used at 75% opacity as a subtle gradient that disappears towards the centre of the page.

Here is an example where it is used across a full page.

Example



THE SAND WAVE

Here is an example where it is combined with the Guernsey cross element to create a frame.

Example



THREE WEIGHTS

HEDGE VEG

INCLUDES GLYPHS

THE THIRD IS HEDGE VEG, A SLAB SERIF TYPE FAMILY, INSPIRED BY THE HANDWRITTEN SIGNS DOTTED AROUND THE ISLANDS. THE FONT IS MADE UP OF HAND DRAWN TYPE AND PAIRS ELEGANT DESIGN WITH SUBTLE QUIRKS. THE HEDGE VEG FAMILY HAS THREE WEIGHTS THAT CONTAIN OVER 100 GLYPHS COMBINED. →

TYPOGRAPHY

Our typography is as unique as the Islands and has been designed to maximise impact across all applications, ensuring legibility in an ownable and recognisable way.

CONSTRUCTION

To the right, we show our full family of fonts and how they complement one another.

Hedge Veg should only ever be used as a headline to grab the reader’s attention. It should never be used for body copy, as the subtle quirks and flourishes will be lost at smaller sizes. Instead, Quattrocento should be used for large amounts of copy as is easy to read.

THE ISLANDS OF
GUERNSEY HEDGE VEG
ONE GOES HERE.

H1
Hedge Veg
Size: 32pt
Leading: 36pt
Tracking: -10

HEDGE VEG
HEADLINE TWO GOES HERE,
AND IS USED WHEN A MAIN
HEADLINE FONT ISN’T REQUIRED.

H2
Hedge Veg
Size: 24pt
Leading: 36pt
Tracking: 10

Subheading One goes here and supports
Headline One and Two. Key copy can be
highlighted in this font for stand out.

SH1
Size: 16pt
Quattrocento Regular
-10 Tracking

Subheading Two goes here and is used as
an alternate subheading style. It can also be
used to emphasise particular lines of copy,
such as quotations.

SH2
Size: 12pt
Quattrocento Regular
-10 Tracking

Body Copy goes here and shouldn’t be used at any size
smaller than 9 point and used for large amounts of copy.

Body Copy
Size: 9pt MIN
Quattrocento Regular
-10 Tracking

HEDGE VEG BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&'()*+,-./?@ 0123456789

HEDGE VEG REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&'()*+,-./?@ 0123456789

HEDGE VEG LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!"#\$%&'()*+,-./?@ 0123456789

Quattrocento Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#\$%&'()*+,-./?@ 0123456789

Quattrocento Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#\$%&'()*+,-./?@ 0123456789

FLLOURISHES

Our distinct style comes from the flourishes of the typeface. These flourishes should be used sparingly and with elegance in mind.

HERE ARE A FEW TOP TIPS
ON HOW THEY SHOULD LOOK:

- + Never use two flourishes next to each other.
- + Maximum two flourishes on any one word.
- + Only use flourishes that hang below the baseline at the end of a sentence.

To the right is an example of how to get it right and what not to do...!

Dos

IF WE'RE HONEST, THERE'S REALLY NOTHING GUERNSEY
CAN'T OFFER. YOU COULD BE VISITING IN FEBRUARY OR
AUGUST, IN RAIN OR SHINE, FOR WALKING OR WATER
SPORTS, FOR INSPIRATION OR JUST A BREAK FROM EVERYDAY
LIFE. WE'RE THE VERSATILE ESCAPE WE KNOW YOU NEED.

Don'ts

IF WE'RE HONEST, THERE'S REALLY NOTHING GUERNSEY
CAN'T OFFER. YOU COULD BE VISITING IN FEBRUARY
OR AUGUST, IN RAIN OR SHINE, FOR WALKING OR WATER
SPORTS, FOR INSPIRATION OR JUST A BREAK FROM EVERYDAY
LIFE. WE'RE THE VERSATILE ESCAPE WE KNOW YOU NEED.

Quick Guide Summary

01

LESS IS MORE SO KEEP IT SIMPLE, GIVE THE
BRAND ELEMENTS AND IMAGERY SPACE

02

EMBRACE THE POWER OF THE GUERNSEY
TEAL USING IT WHEREVER POSSIBLE

03

EVERY TOUCH POINT MUST MATCH TO
KEEP A CONSISTENT EXPERIENCE

BRAND STORY

NESTLED JUST OFF THE NORMANDY COAST OF FRANCE, WE ARE THE ISLANDS OF GUERNSEY.

Made up of five naturally beautiful and diverse
Islands of Guernsey, Herm, Sark, Alderney and Lihou.

We're perfect for a fuss-free escape, a place to truly relax, unwind and take a break from modern life. We offer a uniquely different holiday experience 365 days-a-year, come rain or shine, winter or summer, on one Island or all five.

Easy to access from Guernsey, each has its own distinct character, landscape and identity. From the vibrancy and continental

feel of Guernsey, with its bustling harbour town, stunning cliff paths and secluded bays, to the car free Islands of Herm and Sark, with their sense of timelessness and escape, to the unspoilt wildlife haven of Alderney and the protected wetlands of Lihou...whisper it quietly, but we offer the lot. After all, we don't want too many people to hear!

UNIQUE SELLING POINTS

- + FIVE ISLANDS EXPERIENCE
- + 'BRITISH' ARCHIPELAGO WITH A FRENCH TWIST

KEY FEATURES

- + AUTHENTIC / INDEPENDENT
- + INSPIRED & VARIED HERITAGE OFFERING
- + HIGH QUALITY LOCAL FOOD & DRINK
- + STUNNING NATURAL LANDSCAPE
- + EASE OF ACCESS, PROXIMITY TO UK
- + COMPACT, EASY TO EXPLORE

KEY MESSAGES

- + THERE IS AN ALTERNATIVE –
IT'S THE ISLANDS OF GUERNSEY
- + WE HAVE FIVE ISLANDS, OVER 50 BEACHES
AND SO MUCH MORE TO DISCOVER

SECONDARY MESSAGES

- + WHEN YOU THINK GUERNSEY, THINK THE
ISLANDS OF GUERNSEY
- + CONNECTIVITY (FLY / SAIL DIRECT FROM OVER
20 UK AND EUROPEAN DEPARTURE POINTS)
- + COME AND EXPERIENCE #THATISLANDFEELING

AUDIENCE SEGMENTS

VisitGuernsey's main focus will be targeting 50+ couples, who are typically affluent, interested in travel and are enjoying an active lifestyle. These groups offer Guernsey the biggest opportunity.

Please see our Audience Profile document for a full in-depth breakdown.



AFFLUENT ADVENTURERS

Wealthy, Influential, Traditional.



TRADITIONAL VALUES

Retirees, Sensible, Practical.



FUN LOVING FAMILIES

Well-Educated, Active, Independent.

Brand Positioning

THE ISLANDS OF GUERNSEY.

- ✚ Beautifully independent, authentic, natural, welcoming, and altogether, distinctively different.
- ✚ Familiar but a little bit French.
- ✚ For the quiet protagonist, those that don't follow the crowd, those who aren't afraid to look beyond the beaten track to find their kind of break.

NATURE DIMENSION

Strategic Location - between France & UK
/ Milder climate / Archipelago / Wildlife Habitat
(RAMSAR) Coastal Cliffs / Rural Interior
/ Floral / Horticulture / Unspoilt

HISTORICAL DIMENSION

Neolithic / The Duchy of Normandy
/ French influence / Maritime & Trade
/ Independent / Victor Hugo
/ Occupation (WW2)

The ISLANDS of
GUERNSEY

CULTURAL DIMENSION

Sheltered / Safe / Liberation Day / Friendliness
Unconventional / Quirky / Independent Spirit
/ Resourceful Islanders / Slower pace / Authentic /
Unspoilt - non commercialised / Warm / Welcoming

#THATISLANDFEELING

It's something you can't quite put your finger on. A certain je ne sais quoi. It stays with you long after you've left, and inspires you to return.

Whether it's the Island air or being surrounded by beautiful turquoise sea all year round, the friendliness of the people or the relaxed way of life, the delicious, locally produced food or the star-studded night life - you won't get **#ThatIslandFeeling** anywhere else. It has to be The Islands of Guernsey and it has to be experienced to be believed.

#ThatIslandFeeling is campaign worthy and can be used across all types of communications:

- + As a simple sign-off on printed collateral - **#ThatIslandFeeling**
- + As a call-to-action on digital banners - Discover **#ThatIslandFeeling**
- + Built into body copy - 'The only way to truly experience **#ThatIslandFeeling** is to...'
- + Any communication across social media should use **#ThatIslandFeeling** to collate all posts together in one place for anyone researching or looking to learn more about our Islands to explore.

Brand Story Summary

01

BE AUTHENTIC, NATURAL
BE DISTINCTIVELY DIFFERENT

02

FAMILIAR BUT A
LITTLE BIT FRENCH

03

DON'T FOLLOW THE CROWD &
LOOK BEYOND THE BEATEN TRACK

TONE OF VOICE

AS YOU'VE PROBABLY NOTICED,
WE'RE A PRETTY FRIENDLY BUNCH
AND THE WAY WE WRITE SHOULD
CONVEY THIS.

We need to communicate in a conversational,
natural and real way, as if an Islander is talking
directly to the reader.

The best way to think of it is by
imagining you bump into a friend of
a friend down one of our lanes. You've
both stopped to talk and they've asked
you for a recommendation. You're polite,
of course, yet warm. You're chatty but
not overfamiliar - remember you don't
know this person yet but you'd like to.

You're open and trustworthy, and not
afraid to drop in a bit of quirky humour
along the way. While our beautiful
images will sway people to come and
see The Islands of Guernsey, any copy
needs to sit perfectly alongside to
convince them to come and meet
the locals that inhabit them too.

tone of voice

Engaging & Effortless

While we should always write with purpose, not every word needs to count. We can add just a few extras along the way to give a relaxed feel to our voice, unique to the Islands.

Passionate & Proud

We love our Islands, and are proud to live here. We look after our environment not just for us to enjoy but for our visitors too. This should come across in the way we communicate.

Charming & Quirky

What it boils down to is that we're quintessentially British, but with a real Guernsey edge.

tone CHECK

Engaging & Effortless

- + Does it grab the reader's attention?
- + Do the sentences vary in length to give a relaxed tone?
- + Have you considered reading it out loud to hear how it sounds conversationally?

Passionate & Proud

- + Does it talk from the first-person to instil pride?
- + Don't be afraid to be confident with statements i.e. there's so much to see.
- + Have you considered the use of adjectives and/or colours to describe the surroundings and build a sense of place?

Charming & Quirky

- + Is it humorous and/or entertaining
- + Have you included any subtle irony/post-irony?
- + Have you considered using a 'play-on-words'?

HOUSE RULES

We do insist upon a few house rules. Nothing too formal but a few pointers to ensure we're communicating in a consistent way:

- + Our Islands are important to us and they should be talked about in the proper way. Always capitalised, regardless of the context. 'Guernsey is the gateway to our Islands.' 'The Islands offer a fuss-free escape.' 'Your guide to Island hopping.'
- + Always write from a first-person plural perspective - 'We' / 'Our'. It builds a sense of community and personal recommendation, without putting opinion on a single person.
- + The campaign hashtag should be incorporated and embedded within our communications and shouldn't be used only as a sign off. It can be a headline 'Get #ThatIslandFeeling' or within body copy 'The only way to truly experience #ThatIslandFeeling is to...'
- + We are proud of all five of our Islands and name-check them all if appropriate and if space allows. 'This autumn, unwind and recharge on The Islands of Guernsey, Sark, Herm, Alderney and Lihou.'

HOUSE RULES

We like to keep things conversational and friendly
– just like our Islanders:

- + We tend to use contractions throughout our copy to ensure it has an informal tone, but ensuring they are the ones commonly used. For example, we'd use can't instead of cannot, we've instead of we have and even in this sentence we'd instead of we would. It's not a hard and fast rule, just make sure you're never using the likes of 'o (cup o' coffee), 't ('twas), 'em (show 'em) or y' (y'all).
- + Always use the correct grammar (such as avoiding weak prepositions or split infinitives) but not at the expense of sounding overly formal. Remember, we want to convey the warmth, friendliness and relaxed nature of The Islands of Guernsey to our readers.

APPLICATION IN LITERATURE

Here you can see the new tone of voice in action.

La Coupée, Sark



SIMPLY SARK

Wind down and live life in the slow lane.

Step off the ferry and back in time on the beautiful car-free Island of Sark. The Island is best seen by foot, bike or horse and carriage (yes, really) and the latter can be hired once you're there.

Exploring is well rewarded too. There are secluded bays to find, great places to eat and even an RHS-recommended garden at La Seigneurie to discover.

All this, while being surrounded by breath-taking scenery, the most dramatic of which is 'La Coupée', a narrow isthmus connecting Sark to Little Sark. A walk across is a must-do.

Sark also became the world's first Dark Sky Island, so if you're staying overnight and the conditions are right, you can look forward to a star-studded show.

HERM – PARADISE FOUND

Small but perfectly formed, there is no place like Herm.

As you arrive in Herm, gliding over crystal clear, turquoise water, it is easy to forget that you are, in fact, still in the English Channel and not somewhere a little more exotic. It's an illusion that only gets added to further as you start to explore, discovering the golden sands of unspoilt beaches.

On a hot day, and actually, on a not-so-hot day too, it doesn't take much to tempt in swimmers and snorkelers, kayakers and paddle boarders, who share the water with the Island's wildlife.

The land itself is lush and green and coastal paths wind their way around high cliffs. As they rise and fall you can enjoy views over to Guernsey, Sark and the smaller Island of Jethou.

Shell Beach, Herm



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visitguernsey.com

#ThatIslandFeeling

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APPLICATION IN ADVERTISING

Here you can see the new tone of voice in action.



Tone of Voice Summary

01

RELAXED AND EASY
TO UNDERSTAND

02

HUMOROUS BUT NOT AT THE
EXPENSE OF BEING INFORMATIVE

03

CONSISTENT TONE,
REGARDLESS OF TOUCHPOINT

CONTENTS

Photography

OUR AIM IS TO CREATE IMAGERY THAT CAPTURES OUR BRAND ESSENCE AND **#THATISLANDFEELING**, BUILDING A BANK OF PHOTOS THAT PROMOTE OUR ISLANDS AND PORTRAY OUR BRAND.

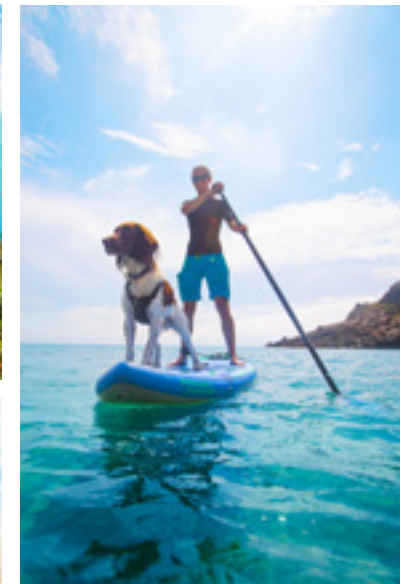
This means choosing the right photographers who can naturally convey our brand style through theirs. When commissioning any photography please ensure that you reference the following pages.

Photography

The Islands of Guernsey are alive with colour all-year-round, but it's not always blue skies and sunshine. We share a vivid backdrop of fascinating history, breathtaking scenery, unique traditions and our Islanders help to bring The Islands of Guernsey's colour palette to life through floral displays and Island produce.

Each image will feature the Islands' unique locations and landmarks along with the quirky and quintessential, from wearing a Guernsey Wrap in beach locations to tasting beautiful dishes full of tasty Chancre and the odd Ormer. We will capture all cast in a natural and spontaneous way.

It's important that potential visitors see how vibrant and naturally beautiful the Islands are and each photograph should convey this through our three photographic themes of People, Islands and Experiences.





FOCAL POINT

Imagery for The Islands of Guernsey photography has been specifically captured to draw the consumer into the photo, giving a feeling of actually being there. When cropping imagery for placement in compositions this must be kept in mind.

BRANDMARK

Imagery should be captured with landmark placement in mind. It should stand out across all imagery and not obstruct the main focal points.



MAIN FOCUS

Ideally, the primary focal point would be just off-centre of the composition. The exception being landscape composition where it can be right of centre.

SECONDARY FOCUS

Ensure there is always a landmark or secondary focus that is unmistakably The Islands of Guernsey, in order to tie and place the photography further.



People

The people we capture within our imagery should reflect our target audiences. They should be actively doing, seeing, experiencing or tasting what the Islands have to offer. Putting people in the forefront of our photography means potential visitors can imagine themselves in the scene we show. People should be captured in a natural and spontaneous way, using natural light to reinforce a sense of warmth. Follow the checklist below to ensure each person is photographed the way they should be:

- + Capture natural emotions, not just smiles
- + Eyes away from camera
- + Immersive & Inspiring
- + Look for the unique & unexpected
- + Bring out the brand colour palette



Islands

From the amazing teal-coloured sea that pops in every visitor's photograph, to the rich yellows, pinks and oranges of the beautiful sunsets, the lush green rural interior to the ancient granite architecture, our imagery should reflect the spectrum of colours synonymous with our Islands. Through long shots, wide angles, dramatic panoramic views, epic skies and seascapes the Islands' environment will create a backdrop for potential visitors to explore and engage with. Follow the checklist to ensure each Island environment is photographed in the right way:

- + Use the Islands' light & weather to create atmospheric imagery
- + Gently obscure each shot through backlighting, lens flare & brand colour presets
- + Capture the natural beauty
- + Include the authentic and unique
- + Bring out the brand colour palette



Experiences

With five Islands to explore, there's no shortage of unique experiences on offer. You could be gazing up at a dazzling dark sky, racing across teal-coloured seas on a rib, having #FoodEnvy at any one of our fantastic eateries or simply setting sail to visit one of the neighbours, just ensure that anything captured keeps the visitor at the heart of the action. Follow the checklist to ensure each experience is photographed in the right way:

- + Real, intimate & candid moments in time
- + Immersive & Inspiring
- + Look for the unique & unexpected
- + Capture #ThatIslandFeeling
- + Bring out the brand colour palette



2020 Brand Film

The main essence of our brand film is to offer a sense of escapism, positioning The Islands of Guernsey as a place to disconnect and truly unwind. Through awe-inspiring shots of stunning surroundings and beautiful beaches it brings to life our brand values; authentic, naturally beautiful, inspiring and effortless.

What's engaging about the film though, is that it's all done in an ironic and typically Guernsey way, full of tongue-in-cheek humour. It plays on tropes of modern life, juxtaposing these against life on the Islands. We see our locals equivalent of rush hour and how they

commute, we see what the climate means for them and what role social media plays (or rather doesn't play) in their lives. It challenges the audience to rethink what they know about the Islands and of what they want in their next holiday.

General Brand Film

When creating any future films, it should be worth considering the following to ensure that every touchpoint is consistent with the new brand style:

- + Consider the tone of voice, bringing the humour and irony into the script and visuals. It should draw the audience in with a warm-hearted duplicity while making them aware of the Islands' beauty and USPs.
- + Consider what is shown on screen, making sure it feels natural and genuine. We want our films to feel part of a series of personal experiences that the camera silently witnesses – all set against stunning backdrops, where fantastic food and uplifting adventure await.
- + Consider how the camera moves. It should ideally never be static to avoid the action feeling premeditated or staged. With such a stunning backdrop, think about whether a drone could be used to reveal dramatic landscapes and show as much of the Islands as possible.
- + Consider shooting at different times of the day. Think about when the Island is at its most beautiful and atmospheric – try to capture those moments.
- + Consider an ensemble cast. The films should rarely focus on one individual, rather be populated by a series of naturally enthusiastic people. They should be a wide-ranging demographic, reflective of our target who are full of life and fun-loving. If this can be achieved by casting real-life Islanders, then all the better!



CLICK TO PLAY

DOWNLOAD EXAMPLES

[Click Here](#)

APPLICATIONS

IMAGE

Captured in a way that makes the reader feel as if they're really there, in the moment.

BRANDMARK

The 'Islands of Guernsey' brandmark sits centre stage of all printed collateral.

HEADLINE

A strong headline that complements the chosen image.

DESCRIPTION

Highlighting the quirks of the Islands with factual information that entices the reader.

CALL TO ACTION

Discover [#ThatIslandFeeling](#)

WEBSITE

[visitguernsey.com](#)

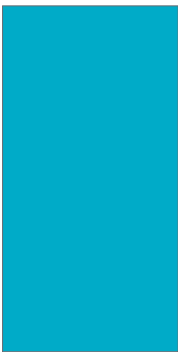
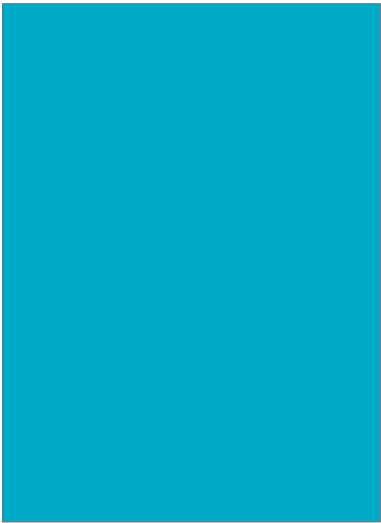
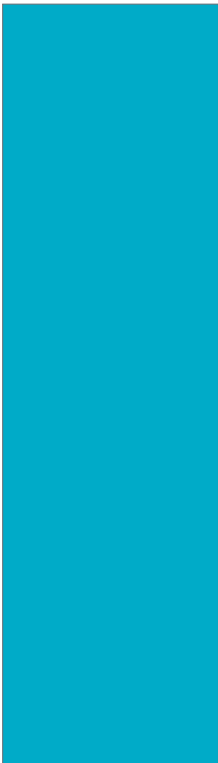
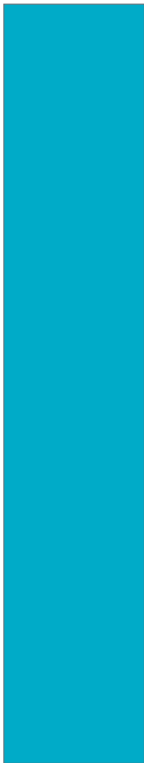
Press Advertisement



BANNER FORMATS

If your composition is very tall and skinny (like some banner ads), The Islands of Guernsey brandmark won't have the standout and prominence we desire, therefore we would recommend to avoid these sizes.

The more ad space you have to play with, the more standout and prominence the brandmark will have.



BANNERS

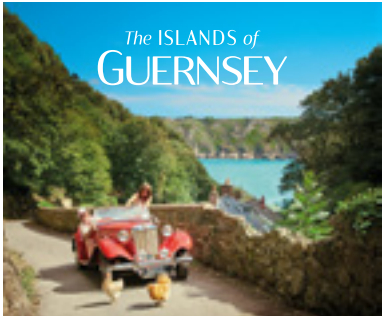
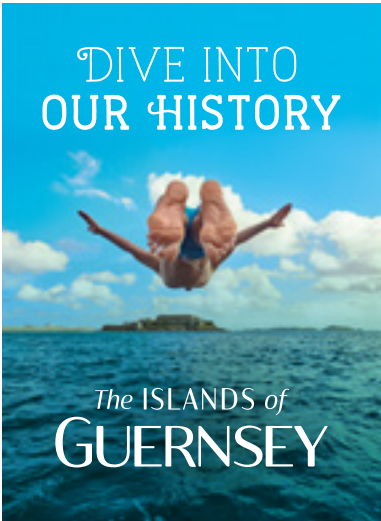
To the right we have provided guidance on how to effectively apply the brand to digital ads, ensuring the messaging is clear.

As an image led brand, using a shot that is unmistakably Guernsey is crucial. For maximum impact of messaging these banners should **animate**.

A standard size is 40kb with 3 loops and a 30 second run time.







Each banner should have a flat holding JPEG that is served to a user if they do not have the technical capability to view.

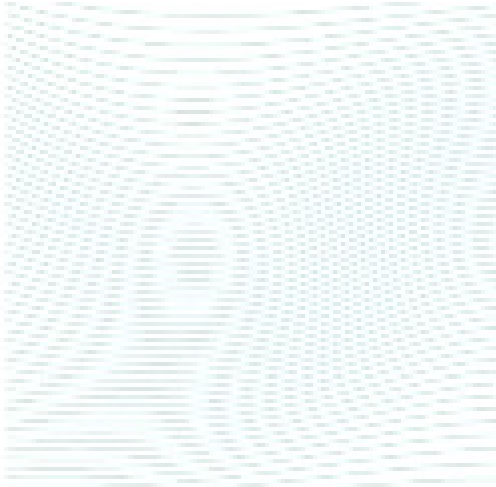
Adapt your language to the composition, keep it simple and bold. Include a clear call to action on the end frame.



ELEMENTS

Our motion designs express the unique quirkiness of the Islands.

Arrow	Cross	Drop-down
		
Pull out box	Wave 1	Wave 2
		



TYPOGRAPHY

Type is primarily animated in a typewriter style. A cursor leads the movement and it should feel fast and fluid.

Type can also glide into frame and should feel simple and smooth.

Typewriter



Glide



WHISPER IT
QUIETLY BUT WE
OFFER THE LOT...

WHISPER IT
QUIETLY BUT WE
OFFER THE LOT...

LOWER THIRDS

We have two variations in lower thirds
- Frame and Left. Only one lower third
style should be used within a single
composition. Do not use multiple.

Frame



Left



END CARDS

We have four end card treatments that can be used depending on time constraints, with the 'Write on' animation the preference, where possible.

Zoom out



Fade



Write on



Click on

